

ABSTRACT OF THE DISCLOSURE

The present invention relates to a spokesperson model for interactive video advertisement packages. The interactive video advertisement package is delivered over a broadcast interactive television medium, an initial real time, predetermined video advertisement segment is delivered in a conventional advertising spot time frame. The initial video advertisement segment includes a dynamic sequence presenting a spokesperson representation having a plurality of selectable zones. Each zone is defined in relation to a unique part of the spokesperson representation and has a corresponding selectable, predetermined video advertisement segments associated with that zone. One of the selectable video advertisement segments corresponding to a viewer selected zone is delivered to the viewer in direct response to selection by the viewer of that zone.